

# PAN-AMERICAN

*Hernando De Soto*

# EXPOSITION



TAMPA • FLORIDA • U.S.A.

January 31 to February 18

1939





*In* COMMEMORATION OF  
THE FOUR HUNDREDTH  
ANNIVERSARY  
OF THE LANDING OF  
*Hernando De Soto*  
IN TAMPA BAY



BY THE PRESIDENT OF THE UNITED STATES  
OF AMERICA  
A PROCLAMATION

●

*Whereas* there is to be held at Tampa, Florida, during the year 1939, an international exposition which has for its purpose the commemoration of the four-hundredth anniversary of the landing of Hernando De Soto in Tampa Bay, and which because of its international character will contribute to cordial relations among nations; and

*WHEREAS* a joint resolution of Congress approved August 26, 1937 (50 Stat. 831), reads in part as follows:

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the President of the United States be, and he is hereby, authorized and respectfully requested by proclamation, or in such manner as he may deem proper, to invite foreign countries to an exposition to be held in Tampa, Florida, to be known as the 'Pan-American Exposition', in commemoration of the four hundredth anniversary of the landing of Hernando De Soto in Tampa Bay, under the auspices and on the grounds of the Florida Fair and Gasparilla Association, Incorporated, in the year 1939, with a request that they participate therein."

and

*WHEREAS* I believe the people of many nations would be pleased to unite with the people of the United States in participating in this exposition, to be known as the Pan-American Exposition;

*NOW, THEREFORE*, I, FRANKLIN D. ROOSEVELT, President of the United States of America, in compliance with the aforesaid joint resolution of Congress, do invite the participation of the countries of the Americas in this Exposition.

*IN WITNESS WHEREOF*, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.

*DONE* at the city of Washington this fifteenth day of November, in the year of our Lord nineteen hundred and thirty-seven, and of the Independence of the United States of America the one hundred and sixty-second.

(SEAL)

FRANKLIN D. ROOSEVELT

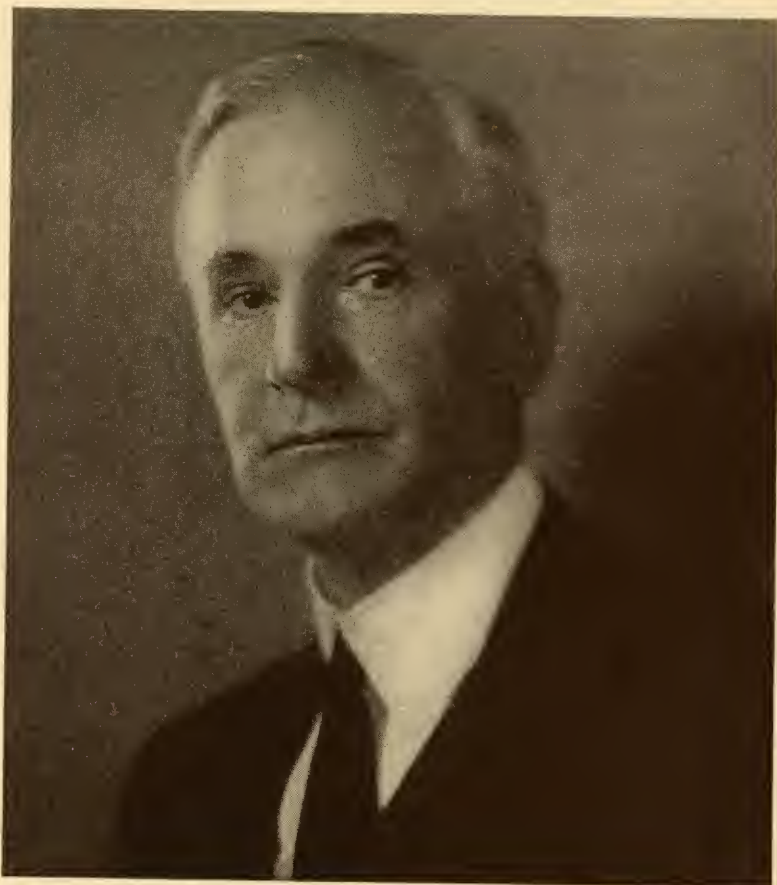
By the President:  
CORDELL HULL  
*Secretary of State.*





FRANKLIN D. ROOSEVELT  
*President*  
United States of America





HON. CORDELL HULL  
*Secretary of State*  
United States of America



HON. DANIEL E. ROPER  
*Secretary of Commerce*  
United States of America





DR. ALEXANDER V. DYE  
*Federal Commissioner*  
Pan-American Hernando De Soto  
Exposition

**A**CORDIAL welcome awaits you at the Pan-American Exposition to be held in Tampa, Florida, in 1939. This event is in celebration of the four-hundredth anniversary of the landing in Tampa Bay of the illustrious Spanish explorer, Hernando De Soto. Hence, it will signalize the profound mutual esteem which through the centuries has existed and shall continue to exist among the peoples of the Americas.

The officials of the Exposition have made every possible effort to depict in a fascinating

and impressive manner the history, the progress, and the latest achievements in industry, science and the arts of all the American nations.

Upon behalf of the United States Government, I am honored to welcome you to the Hernando De Soto Pan-American Exposition where will be found colorful and instructive exhibits of the nations of the western hemisphere.

ALEXANDER V. DYE,  
*Federal Commissioner.*





STATE OF FLORIDA  
EXECUTIVE DEPARTMENT  
TALLAHASSEE

FRED P. CONE  
GOVERNOR  
W. B. CONE  
EXECUTIVE SECRETARY

June 17, 1938

Florida extends a cordial invitation to the people of the Americas for participation in the Pan-American Hernando De Soto Exposition to be held in Tampa, Florida, January 31 to February 18, 1939.

The history of Florida is inextricably woven with the pattern of the adventures and explorations of those men of Old Spain whose broad trails extended throughout the Americas.

In commemorating the 400th anniversary of the landing of Hernando De Soto in Tampa Bay, and the beginning of one of the most memorable journeys of exploration of early American history, the Pan-American Exposition at Tampa is a fitting observance of the bond of friendship and kindred interest between the nations of the Americas.

*Fred P. Cone*

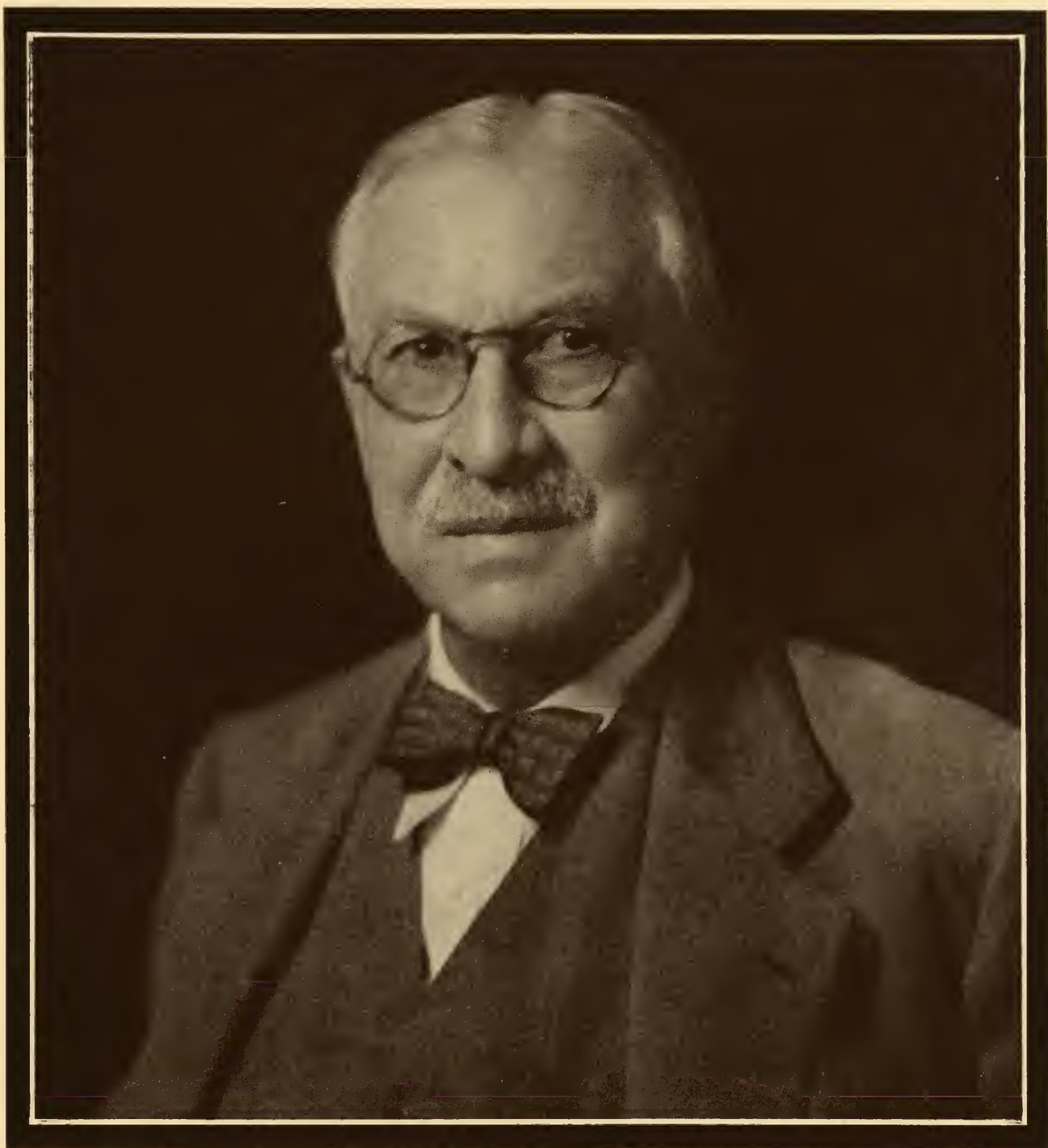
Governor of Florida



HON. FRED P. CONE  
*Governor, State of Florida*  
Honorary Director, Florida Fair  
& Gasparilla Association







W. G. BROREIN

[*In Memoriam*]

Mr. Brorein, "Founder of the Florida State Fair," member of the United States De Soto Expedition Commission, appointed by President Roosevelt, participated in the early plans for the Pan-American Hernando De Soto Exposition and joined in the invitation to nations of the Americas to attend and take part in the Exposition. Pioneer business man of Florida, indefatigable worker for civic betterment, philanthropist and beloved citizen, Mr. Brorein left as one monument of his many interests the successful record of the Florida State Fair.



# A BRIEF HISTORY

## *of the Explorations of*

### HERNANDO DE SOTO

#### 1539-1542



**H**ERNANDO DE SOTO was born at Xeres de los Caballeros in the Province of Estremadura, Spain, in 1500 A.D., the same year as his sovereign, the Emperor Charles V. He was a fellow townsman of Balboa, the discoverer of the Pacific Ocean, and they married sisters, the daughters of Pedro Arias de Avila, Governor of Castilla del Oro, the present Panama. From the same province of Estremadura came Cortez and Pizarro.

When he was about fifteen De Soto passed to the New World to enter the service of his future father-in-law and in his twenties he took part in the wars with the native tribes and the civil conflicts. He presently formed a partnership with Hernan Ponce and the two acquired a considerable property which they invested in the expedition that Pizarro was organizing against the Empire of Peru. De Soto took an active part in this, but became a close friend of the fallen emperor Atahualpa and bitterly resented his execution.

In 1536 he returned to Spain with a fortune estimated to be the equivalent of about \$300,000, but soon tired of ease and affluence and converted all of his newly acquired wealth to the promotion of an invasion of the North American continent beyond the Gulf of Mexico, called by the Spaniards Florida, the interior of which was practically unknown. He was appointed governor of a large part of this territory, and given a considerable tract as his personal possession. He was also made Governor of Cuba in order that he might use that island as a base of operations. About the same time he was made a Knight of the Order of Santiago.

In the spring of 1538 De Soto enlisted a picked force of 500-600 men, of whom nearly half were cavalry, and sailed from San Lúcar, the port of Seville, on April 7, touching at Gomera in the Canary Islands, and reaching Santiago at the eastern end of Cuba early in June, whence he rode overland to Habana with his cavalry but sent the rest of his force round the island by sea. His wife and the wives of several of the other officers went as far as Habana in the fleet.

On Sunday, May 18, 1539, the nine vessels bearing his army left Habana and a week later came in sight of the coast of Florida. On the 30th they began to land near an Indian town in Tampa Bay and by June 1 they had all assembled at this place, which had meanwhile been abandoned by its inhabitants. On June 3 De Soto took formal possession of the country in the name of his monarch.

Dissatisfied with the region about this post, however, he presently sent one of his captains up into the country to learn the nature of the territories farther inland and to the north and he himself followed with the greater part of his army on July 15, merely leaving about a hundred men to



protect the port and the remaining vessels until he should determine whether it was best to abandon it entirely or make it a permanent base. It is not generally known that this small force continued at the spot for five months from the time of landing, planted gardens, and assumed the attitude for the time being of a small, nascent colony. If De Soto had decided to return to the port rather than move on, Tampa Bay might have become the scene of the oldest settlement in the United States.

As it was, the army under him pushed through west-central Florida, crossing the Withlacoochee, Santa Fe, and Suwannee rivers in succession, engaging in one memorable encounter with the aborigines and finally crossing the Aucilla into the territory of the warlike Apalachee Indians. Here, near the present state capital of Florida (Tallahassee), perhaps on the very spot, he spent his first winter in North America. He dispatched thirty horsemen to summon the force he had left at the port and Garcilaso de la Vega, although a highly imaginative chronicler of the expedition, has left us an exciting account of their fortunes which is at least a distinct contribution to our literature.

In the spring of 1540, his imagination having been inflamed by stories of a civilized province of gold miners far to the east, De Soto sent his remaining vessels back to Cuba with instructions to meet him in the fall at a port located farther west, either Pensacola or Mobile, and he marched north and then northeast, passing and repassing the Flint, passing the Ocmulgee somewhere near Abbeville, and setting up high wooden crosses in the squares of several of the towns as he went along.

From the Ocmulgee he plunged into an uninhabited wilderness toward the east and crossed in succession the Oconee, and Ogeechee. By the time he reached a third river, probably Brier Creek, the trails and provisions had both given out and the Spaniards were obliged to fall back upon the flesh of their swine, a herd of these animals having been brought along with the army.

In a few days, however, scouting parties discovered some small towns, and on May 1 they came out on the banks of a large river, the Savannah, opposite the town of Cofitachequi, of which they had been hearing the most wonderful stories. This town was ruled by a chieftainess, and, while they at no time set eyes upon her, she sent a welcome by her niece, who crossed the river seated in the stern of a canoe under an awning like a New World Cleopatra, and whose beauty and bearing are highly extolled by all our chroniclers.

The people of this town were also better clothed than those they had met hitherto and seemed more civilized. In the sacred edifice belonging to it, and in that of an abandoned town near by named Talimeco they found a great quantity of pearls which had been obtained from river mussels, though most of them, it is true, had been ruined by contact with the soil or the method in which they had been extracted from the shell.

Hearing of wealthy provinces to the north and northwest, De Soto left Cofitachequi in about two weeks and marched to the skirts of the Appalachians, taking the "Lady of Cofitachequi" with him, as was his wont in dealing with the native chiefs. In this rough country, however, she escaped, carrying with her a basket of unbored pearls he had intended to "beg" from her.

At this place, probably near Franklin, N. C., the army crossed the Little Tennessee River, climbed the mountains once more and came to the Tennessee itself above Chattanooga, following it down as far as a beautiful island occupied by a tribe known as Chiaha. There they rested about three weeks to recover from their arduous journey through the mountains and this seems to have been one of the brightest spots in the entire expedition. From Chiaha two men were sent to investigate a province toward the north called Chisca, where copper or other metal of that color, though brighter, which they hoped to be gold, was said to be smelted, but they found the road so long and so rough that they soon gave it up and returned.

The army now marched down along the Tennessee as far as the great bend at Guntersville and then crossed to the ancient Coosa town on Coosa River, at that time the head town of the Upper Creek Indians. The chief came out in state to meet them, borne on the shoulders of his principal men. Continuing on through the Creek country, they presently reached the territory of the Mobile tribe on the lower course of Alabama River, then governed by a chief called Tuscaloosa, "the Black Warrior." At a town named Mabila, on the edge of his domain, this chief attacked De Soto's army with all his forces and a tremendous battle followed which resulted in the death of about twenty Spaniards and more than two thousand Indians and the total destruction of the town.

Up to this time De Soto had been approaching the coast intending to meet his provision ships, but, being threatened with desertions and the break up of the expedition, he turned north once



more, crossed the Black Warrior near some villages of Choctaw Indians and later the Tombigbee into the Chickasaw country, where he spent the winter of 1540 to 1541. On March 4 of the latter year these Indians made such a sudden attack upon his camp early in the morning that the army was saved only because their enemies mistook the stampeding horses for cavalry. Shortly afterward they were forced to storm a stockade of the Alabama Indians, who are said to have made it across their trail merely for the purpose of challenging them. They now turned westward and on May 8 came in sight of the Mississippi. The construction of boats in which to make the passage of this great river required more than a month and it was not until June 18 that the crossing was made. Their stay in the territory of the Casqui tribe just to the north is notable for the erection of a huge cross and the performance around it by Spanish priests and friars of the first Christian ceremony in this part of the New World.

After investigating the country to the north and finding it unpromising, they returned toward the south, and near the mouth of the Arkansas discovered Quiguate, the largest town that they encountered anywhere during the expedition. Turning sharply to the northwest, they reached another town called Coligua, which seems to have been at or near the present Little Rock, and then passed southwest to the territory of the Cayas Indians living along the Ouachita, where they obtained a much needed supply of salt from the impregnated earth near a stream. From there they turned south again to visit a Caddo tribe called Tula who fought them so vigorously that they esteemed them the best fighting people that they had met. Returning to and descending the Ouachita, they came on November 2 to a town called Utiangue, where they passed the winter of 1541-1542; a winter so severe that they were "a month in snow."

In the spring they continued on down the Ouachita to a very fertile province called Anilco near the present Harrisonburg and Jonesville, La., and from it passed on the Mississippi River on to Guachoya where, on May 21, 1542, De Soto died and where his body was shortly afterward committed to the great river.

On his death bed De Soto named as his successor Luis de Moscoso de Alvarado, who immediately summoned a council to determine the course which the survivors were to pursue, and it was deemed wisest by all to abandon the country

as soon as possible and endeavor to penetrate to Mexico by land. On June 5, 1542, they set out from Guachoya, marched through two provinces where salt springs were numerous, crossed Red River some distance above Shreveport, and turned southwest into the country of the Caddo Indians, which they traversed as far as the Trinity and possibly beyond.

But a scouting party sent still farther west reported so unfavorably regarding the territory in advance that it was determined to return to the banks of the Mississippi, spend the winter in building some small vessels and in the spring descend to the Gulf and follow its shores westward to Mexico. This was accomplished, although not without incredible hardships.

During the latter part of the journey back they waded through swamps under cold rains and established themselves in a town called Aminoya on the Mississippi, where they collected provisions and built their vessels. The following spring work was interrupted by the rising of the river, which entered the houses in which they were living, though these were raised above the general level of the country. On July 2, 1543, they set out from this town and, although pursued for a week by crowds of Indians in their war canoes, finally reached the Gulf, coasted it toward the west and on September 10, entered the mouth of the River of Panuco.

Between Tampa Bay and this point they had covered four thousand miles, of which three thousand were on land and the remainder along the Mississippi River and the Gulf coast. During that time they had visited lands that now constitute parts of ten states of the American Union, including Florida, Georgia, South Carolina, North Carolina, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, and Texas.

In view of the distances covered and the hardships undergone, it is little short of miraculous that over three hundred of them survived. Whatever the shortcomings of these men, and they had enough, their accomplishment is an exhibition of immense courage and magnificent endurance performed under the greatest hardships, one which would have been doomed to failure under a less energetic, experienced, and resourceful commander than Hernando de Soto.

\* \* \* \* \*

*This brief review of the explorations of Hernando De Soto has been condensed from an official report of the De Soto Expedition Commission to the Congress of the United States.*



# SPLENDID FACILITIES FOR THE 1939 PAN-AMERICAN *Hernando De Soto* EXPOSITION

TAMPA, FLORIDA, U.S.A.

**S**ELDOM is it possible to stage an exposition of major importance in a large, permanent plant requiring far less than the usual amount of new construction to house exhibits and attractions and provide facilities for large attendance.

Such a setting is available for the Pan-

American Hernando De Soto Exposition in Tampa. To the many buildings and other facilities occupied each year by the Florida State Fair, the largest mid-winter exhibition in America, are now being added new structures specially designed for the De Soto Exposition.

- Business section of Tampa as seen from the air. Hillsborough River divides the city. Plant Park and the site of the De Soto Exposition in upper left corner.





An assured attendance also is available. Attracting visitors from all parts of the United States and Canada, and many others from Latin-American and European nations, the Florida State Fair, through many years of successful exhibitions, has earned a permanent place in the forerank of similar mass attractions.

With this foundation of success to build upon, the Pan-American Hernando De Soto Exposition will require far less time in preparation, and offers exhibitors a far more economical plan of participation, plus an assured attendance which will be largely augmented through vigorous promotion methods.

The period of the De Soto Exposition—from January 31 to February 18, inclusive—is ideal for many reasons. Chief of these is the presence in Florida at this time of millions of winter visitors from other sections of the United States and many other countries. With a minimum of time and expense, Florida's winter visitors during the 1938-39 season may see the Exposition as one of the features of a Florida winter vacation. This appeal will materially add to the attendance possibilities.

It is a convenient time, too, for exhibitors who may participate in the New York World's Fair, to display part of their exhibits in an advantageous setting.

**T**HE HISTORY of the Florida State Fair and Gasparilla Association, official sponsors of the Pan-American Hernando De Soto Exposition, is a story of progress and growth for nearly a quarter of a century. The silver anniversary of the Fair will be held in 1940.

Combining the exhibits and pageantry of the Exposition with the outstanding features of the Fair will provide attractions of greater interest to more visitors than the annual Fair

program, which in itself has an attendance of more than a half million visitors in only eleven days.

Throughout the entire period of the Exposition, a program of pageantry and parades offers opportunity for exhibitors to secure public attention.

The well-known Gasparilla Carnival will be staged as usual during the periods of the Exposition. This is one of the most colorful outdoor spectacles staged in America. Each year a pirate ship enters Tampa's inner harbor and disgorges a crew of bold adventurers who immediately demand the city's surrender, to the echo of booming cannon and the clash of arms. In 1939, as always, the City of Tampa will surrender meekly to the followers of Jose Gaspar, famed pirate of the Spanish Main.

As usual, also, a monster street parade will form; dozens of attractive, modern floats and the vehicles of the pirate crew, as well as military, civic and fraternal bodies and bands in great number, will pass in review before the largest gathering of spectators witnessing an outdoor event in Florida.

The Gasparilla Carnival has an even longer history of color and glamor than the Florida State Fair. It is an organization of business men who own their pirate ship and maintain a schedule of social functions throughout the year. Each year a king and queen of Gasparilla are elected by secret ballot, and the annual coronation ball of the Gasparilla Krewe, at which the new royalty is crowned, is the outstanding social event of the year.

During the Exposition, similar pageantry depicting the landing of Hernando De Soto in Tampa Bay, and historical re-enactment of many incidents of the adventures of De Soto and his men, is being planned.

The foregoing is merely descriptive of the established background of the Exposition. Unlike many other exhibitions, which are planned for a limited period only and soon pass into history, the Pan-American Her-





Downtown Tampa in gala Gasparilla time, with throngs of visitors enjoying the spectacle of a pirate ship invading Tampa harbor, and a monster parade. ● Other photos show Bayshore Boulevard residential area, beautiful Plant Park, another view of Tampa from the air, showing the tip of Davis Islands, and a bit of typical Spanish atmosphere found in Tampa.



nando De Soto Exposition at Tampa has the advantage of past successes to exploit and build upon.

**T**AMPA, the site of the Pan-American Hernando De Soto Exposition, is the metropolis of the West Coast of Florida. It is one of the largest cities of Florida, the scene of adventure for so many Spanish explorers. Not only De Soto, but others seeking the wealth of a new world, explored the region in and about Tampa.

In its metropolitan area, Tampa has a population of approximately 130,000 people. It is located on Tampa Bay, the natural harbor which De Soto's navigators chose as a landing place for their expedition. Today, instead of Spanish galleons, the iron ships of all nations put into the Port of Tampa for phosphate, lumber and other products of commerce. It is the largest port in volume of shipping between Norfolk and New Orleans.

Shipping associates Tampa as an industrial city. It is that—and more. A large number of manufactured products, ranging from the far-famed Tampa-made clear Havana cigars to large cargo ships, are produced in Tampa. Cement, foods, furniture, tin cans, fertilizers and insecticides, clothing and many other items of manufacture give Tampa a high

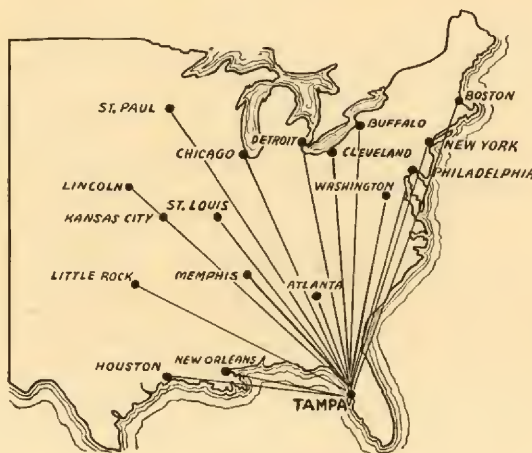
ranking in industrial leadership in the Southeastern section of the United States.

Tampa also is the center of the richest agricultural and the most extensive winter resort area in Florida. The industrial and commercial background of Tampa creates "big city" atmosphere and activity. At the same time, during many months of the year, parks and playgrounds attract winter visitors, adding materially to the city's population.

Being both a commercial and winter resort city, Tampa has many facilities common to both. It has large, modern hotels and apartments. It has the leading department stores of the Florida West Coast. It has business facilities that are far more extensive than in any other trade area in Florida. Its banks are well equipped for foreign commerce and banking. Its schools and churches are adequate for a large population. In short, Tampa can take care of the visitor to the Pan-American Hernando De Soto Exposition and provide the type of accommodations and activities the visitor wishes.

**B**ECAUSE it is the hub of a rich productive region, and an area of resort cities scattered along the coast of the Gulf of Mexico and back into Central Florida, Tampa also offers the visitor greater sight-

Tampa's nearness to the mass of population of the United States is a factor in assured attendance at the Exposition.



Rapid transportation by railroad, bus, motor highways and air lines literally makes Tampa a neighbor of New York or Chicago.





Scenes at the Florida State Fair indicate the substantial foundation upon which the De Soto Exposition is to be built. Exhibits of Florida agriculture, the thrills of the speedway, and many other features of the largest mid-winter exposition in America draw an assured attendance each year. Partial view of Exposition site (U. S. Air Corps photo) in center.





The art of the painter and sculptor depict history in a panorama of beauty. Facilities for exhibits such as this are available for immediate use.

seeing convenience and variety of attractions than any other city in Florida.

All of the lure and romance of sub-tropical playgrounds, the fishing and boating on the blue waters of the Gulf of Mexico, the golf and greyhound racing and other sports make a winter in Florida so attractive to millions of tourists, are at their best during the period of the Exposition. Scores of beauty spots, attractive resort cities, and such natural wonders of the famed Silver Springs, are within easy reach of the visitor to Tampa. This is the area, too, of Florida's largest plantings of orange, grapefruit and tangerine trees, the center of the giant Florida citrus industry.

These facts are recited because when visitors are happily occupied, they remain longer. Tampa has ample facilities to make

people happy, and to provide sufficient variety in entertainment and good living that leisurely and thorough review of the Pan-American Hernando De Soto Exposition is a certainty. This is of material benefit to exhibitors.

**T**AMPA also has another factor of charm for the visitor—one of material importance to the nations of Latin-America. The largest Latin colony in the United States here maintains the national customs and speech of the old world. Spanish restaurants, theatres, cafes and shops serve the thousands of residents of Ybor City and West Tampa, the centers of Latin population in Tampa.

Ybor City probably is the best-known



Latin area in America. More than a half century ago, it came into existence as the center of the cigar industry, which had just been established near Tampa. For many years the making of clear-Havana cigars by the old Spanish hand method was Ybor City's chief claim to fame. Such cigars are still made in Ybor City factories, but the lure of Spanish food expertly prepared and the color of social activities has won the applause of visitors from the world over. Many people of international prominence have dined well in Ybor City's famed restaurants, and have returned again and again to Tampa to enjoy this unique city within a city.

**I**N SUMMING up the advantages of Tampa as the site of the Pan-American Hernando De Soto Exposition, these facts are uppermost: The city is large enough, has sufficient

modern hotels, apartments and beautiful homes, to absorb great numbers of visitors, and to provide these visitors with attractions of the sort they wish to enjoy.

As the center of the richest agricultural area and the outstanding commercial city of Florida, Tampa is "business minded," and its civic organizations are definitely at work encouraging more extensive Pan-American trade. Interest in articles of food and clothing made in Latin-American nations and imported through the Port of Tampa is high.

And, finally, as the hub of the area in Florida which attracts more than half of the millions of tourists who visit Florida each winter, Tampa literally has these hundreds of thousands of visitors awaiting an invitation to pass through the Exposition gates. They can see the Exposition with a minimum expenditure of time and money.

More than 90,000,000 people live in the

Blue-ribbon winner of Florida citrus and vegetable production. Agricultural exhibits are not dull and lifeless, but a center of attraction because of the artistry of arrangement and the amazing variety of products displayed.







Portals of hospitality to nations of Latin-America. Here the tourist attractions, the commercial and industrial products of neighbor nations are displayed to hundreds of thousands of visitors from everywhere.

section of the United States East of the Mississippi River. The large centers of population in North America—New York, Chicago, Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Washington—and the scores of smaller cities in New England, the Middle Atlantic, South Atlantic and Middle Western States which supply the bulk of the great tourist travel to Florida, are within easy reach of Tampa. Only a few hours on modern air-conditioned trains transports a visitor from Chicago. A few days by motor over perfect highways makes Tampa and New York neighbors. And in only a few hours by regular air service, visitors from New York or Chicago, or many cities on Eastern and Southern air lines, may step from the snow and ice of a Northern winter into the sunshine of the De Soto Exposition staged in sub-tropical Tampa's sunshine.

Steamship passenger service from Cuba and Key West is regularly maintained. Similar service from Tampa to New Orleans on freight-passenger vessels is available. Direct air service from Tampa to Miami, linking with Pan-American Airways service to Central and South America and the West Indies, makes it possible for the visitor who prefers to travel by air to reach the Exposition from far-away Rio or any other point on direct travel schedules. Tampa's Peter O. Knight international airport is only five minutes from the heart of the city.

**A** REVIEW of the ready-to-use plant of the Pan-American Hernando De Soto Exposition proves the economy and convenience of participation by exhibitors.





Kinship . . . in customs, in costumes and in tongue . . . with nations of Latin-America, exemplified in displays sponsored by many nations, by the cigar industry of Cuba, and by gay fiestas, in Tampa, home of the largest Latin population in North America. Fostering the increased Pan-American commerce is a direct objective of the Exposition in 1939.



The Exposition grounds are literally in the heart of Tampa, adjoining beautiful Plant park and the University of Tampa. Here, over a long period of years, substantial facilities for mass entertainment have been constructed.

New buildings are now under way expressly for the Exposition. One of these is to house the official exhibits of more than thirty departments of the United States government. Official exhibits by the State of Florida annually occupy a large area and are extensive in scope.

All of the features of a massive State Fair are to be included in the Exposition. Florida and tropical agriculture will, as usual, occupy a prominent place and contribute a measure of beauty and interest which, in the past, has been lauded by thousands of visitors.

Spectacular events, such as automobile racing on three days, thrill events to hold the

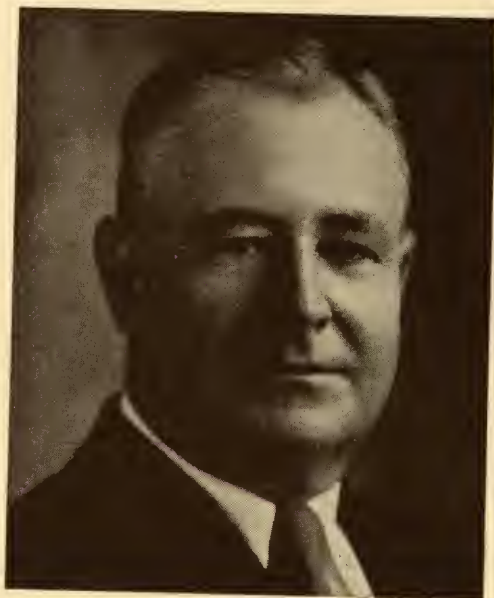
crowds in the grandstands breathless, the artistry of the world's finest circus entertainers, and the large midway all add to the constant program of attractions which visitors may enjoy.

It is safe to say that no exposition staged in America offers the exhibitor, and particularly the exhibits of Latin-American nations, a better opportunity to capture the attention and interest of visitors at remarkably low cost, than will the Pan-American Hernando De Soto Exposition at Tampa, January 31 to February 18, 1939.



The symbol of the brilliant Gasparilla Carnival takes its place this year beside the helmeted head of De Soto—with greater appeal to more people who will see the De Soto Exposition in 1939.

## A MESSAGE FROM THE MAYOR OF TAMPA



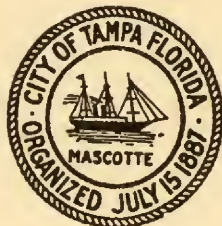
R. E. L. CHANCEY  
Mayor, City of Tampa  
Director, Florida Fair and  
Gasparilla Association

The City of Tampa is proud of its selection as the site of the Pan-American Hernando De Soto Exposition in 1939. This interesting event will be held here from January 31st to February 18th.

Cordial invitations are extended by the City of Tampa and its citizens to our neighbors of Latin-America and the United States, to visit Tampa during the Exposition. In behalf of the people of Tampa, I am happy to extend the hospitality of our citizens to all who visit and participate in the Pan-American Hernando De Soto Exposition.

R. E. L. CHANCEY

Mayor





# HONORARY



# SPONSORS

DR. ALEXANDER V. DYE, *Federal Commissioner*  
Pan-American Hernando DeSoto Exposition

## UNITED STATES DE SOTO EXPEDITION COMMISSION

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Hot Springs, Arkansas

DR. WALTER B. JONES, *Secretary*  
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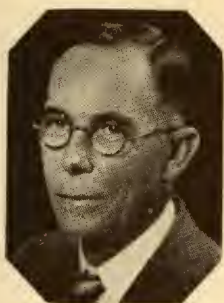
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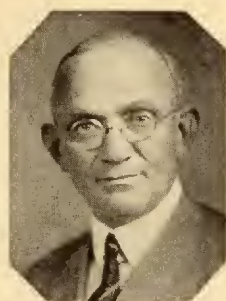
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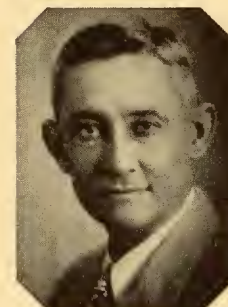
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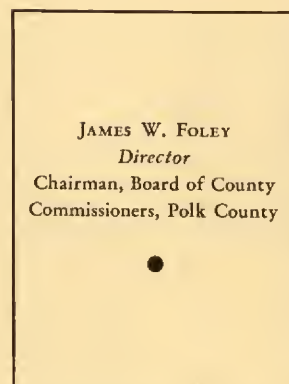
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